

Message Text

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FOR CU/ARA

E.O. 11652: N/A

TAGS: OEXC CI

SUBJECT: AMSPEC MAUREEN BUNYAN

REF: SANTIAGO 6721

VISIT TO CHILE AUG 21 - 28 OF WTOP-TV NEWS ANCHORPERSON MAUREEN BUNYAN PROVIDED POST WITH EXCELLENT PROGRAMMING OPPORTUNITY AND WAS HIGHLY SUCESSFUL. BUNYAN EXCHANGED IDEAS ABOUT NEWS PRODUCTION TECHNIQUES WITH NEWS DIRECTORS, REPORTERS, ANCHORMEN AND TECHNICIANS OF FIVE TV CHANNELS IN THREE MAIN CITIES, SPOKE TO JOURNALISM STUDENTS AT TWO UNIVERSITIES, PARTICIPATED IN FOUR TV TALK SHOWS, WAS INTERVIEWED FOR TV NEWS BY ALL FIVE CHANNELS, GAVE TWO MAGAZINE INTERVIEWS AND A PRESS CONFERENCE. SHE WAS GRACIOUS AND COOPERATIVE THROUGHOUT. ONLY PROBLEM WAS THAT LEVEL OF SPANISH WAS NOT AS HIGH AS WE WERE LED TO BELIEVE, OCCASIONALLY INHIBITING CONVERSATION AND NECESSITATING INTERPRETER ASSISTANCE.

2. BUNYAN ARRIVED SANTIAGO AUG 21 DINED WITH DCM AND FRIENDS, TRAVELED TO CONCEPCION AUG 22 AND BEGAN FORMAL PROGRAMMING THERE MONDAY MORNING, AUG 23. PROGRAM CONSISTED OF TOUR OF TV CHANNEL 5, DISCUSSION WITH NEWS STAFF WITH AIO SHOWING USIA-SUPPLIED NEWS PRODUCTION VTR'S AFTERWARDS, PARTICIPATION IN TWO LOCAL DAYTIME TALK SHOWS, NEWS INTERVIEW, LUNCH HOSTED BY BPAO WITH CHANNEL 5 NEWS DIRECTOR AND ASSISTANT AND BRIEF PRESS CONFERENCE FOR CONCEPCION MEDIA.

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3. RETURNING TO SANTIAGO AUG 23, HAD INFORMAL DISCUSSION SESSION WITH AMBASSADOR, VISITED UNIVERSITY OF CHILE'S CHANNEL 9 TV, HAD STIMULATING DISCUSSION SESSION WITH CHANNEL 9 NEWS STAFF USING NEWS VTR'S AND ATTENDED RECEPTION IN HER HONOR THAT EVENING HOSTED BY IO BILL WEEKS FOR 70 TV AND PRINT MEDIA LEADERS.

4. FOLLOWING DAY, BUNYAN SPOKE TO 120 JOURNALISM STUDENTS AT UNIVERSITY OF CHILE, ANSWERING QUESTIONS ABOUT ALL ASPECTS OF JOURNALISM AND TV, TOURED CATHOLIC UNIVERSITY'S NEWS DEPARTMENT, HAD DISCUSSION WITH NEWS STAFF ON TV NEWS PRODUCTION, PARTICIPATED IN TWO DAYTIME TALK SHOWS, GAVE INTERVIEWS TO MAJOR NEWSWEEKLY ERCILLA AND WOMEN'S MAGAZINE PAULA, AND MET WITH LEADERS OF CHILEAN WOMEN JOURNALISTS' ASSOCIATION, WHO EXPLAINED THEIR ACTIVITIES AND POSITION OF WOMEN IN CHILEAN JOURNALISM.

5. AUG 26 BUNYAN SPOKE TO EIGHTY JOURNALISM AND COMMUNICATIONS ARTS STUDENTS AT CATHOLIC UNIVERSITY, LUNCHEDED WITH PAO AND WIFE, OBSERVED PRODUCTION OF NATIONAL TV (CHANNEL 4) EVENING NEWS SHOW, MET NATIONAL TV DIRECTOR OF PRODUCTION, AND DINED AT HOME OF CHANNEL 7 NEWS DIRECTOR.

6. BUNYAN TRAVELED BY CAR FOLLOWING DAY TO VALPARAISO, HAD ROUNDTABLE DISCUSSION WITH VALPARAISO CHANNEL 4 NEWS STAFF, LUNCH WITH KEY CHANNEL PERSONNEL, HOSTED BY CHANNEL GENERAL MANAGER, WAS GUEST OF HONOR AT COCKTAIL HOUR AT GENERAL MANAGER'S HOME AND OBSERVED PRODUCTION OF CHANNEL'S EVENING NEWS SHOW, DEPARTING CHILE FOLLOWING MORNING.

7. CONCLUSION: POST VERY SATISFIED WITH BUNYAN VISIT. SHE WAS WARMLY RECEIVED BY ALL TV STATIONS AND RECEIVED SATURATION MEDIA COVERAGE (CLIPPINGS BEING SENT CU/ARA). HER TRIP PROVIDED US WITH/OPPORTUNITY TO REINFORCE APPRECIATION FOR DYNAMISM OF U.S. TV AND JOURNALISM, AND TO STRENGTHEN POST CONTACTS WITH TV NEWS OPERATIONS. OVERALL, WE CONSIDER BUNYAN VISIT TO BE ONE OF MOST SUCESSFUL RECENT AMSPEC PROGRAMS. WE HOPE MAUREEN BUNYAN GOT AS FAVORABLE AN IMPRESSION OF OUR CHILEAN TV CONTACTS AS THEY FORMED OF HER. IF BUNYAN EVER AVAILABLE FOR PROGRAMMING BY OTHER POSTS, STRONGLY RECOMMEND SHE BE USED.

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